

## **ABSTRACT OF THE DISCLOSURE**

Establishment of the context of a customer's present and future interaction with a business regardless of the interaction channel used, is facilitated by use of an interaction history database. The interaction history database stores data regarding past customer interactions. The business accesses and sorts interaction information from the interaction history database related to a customer when that customer initiates a new interaction with the business. The interaction history database may also be accessible by the customer for self service applications. The customer may access the presentation of their interaction history in an "actionable" manner. In one instance, context of an Internet user's query to a business regarding an Internet site of the business visited by the user, is conveyed to the business via data (i.e. text) automatically inserted into an e-mail after selection of an e-mail link from the business Internet site. The inserted data includes user identification information and recent web history information.